



Ontario Youth Internships (YI) at Community Access Sites
"YI is administered by the OLA"

Defeating Cyberbullying, One Site at a Time

March 2, 2013

for immediate release

ONTARIO – Due to an increase in online bullying, Youth Internships at Community Access Sites (YI) initiated a province-wide initiative against cyberbullying.

Meeting with great success, the challenge encouraged all participants of the program to establish a "Bully-Free Zone" at their Community Access Site. Sites were asked to create "Bully-Free Zone" posters that included information about cyberbullying, as well as what to do if one is being cyberbullied such as where to go to find help.

"I was lucky to be a part of the Bully-Free Zone Challenge and many wonderfully thought out posters came across my desk with vibrant colours and solid messages," said Ardis Proulx-Chedore, a Regional Co-ordinator with YI, who was responsible for collecting the posters and promoting them online. "We had entries in both English and French, and the message was all the same: 'We will not stand for Cyberbullying.' This year we saw a great participation, and it is my hope that next year we can continue to achieve this level of success and promote this important cause to a new group of interns and youth alike."

Regional Co-ordinators, Youth Interns, and YI Facebook group members were encouraged to vote on their favourite poster. We are pleased to announce the winner is Eva Fincham from Whitestone-Hagerman Memorial Public Library.

"I believe that participating in the contest was important because of the medium we used to advertise – Facebook," said Eva Fincham, winner of the challenge. "We noticed that our poster was shared mostly with middle and high school-age kids. I directly asked my younger sister, who is in the eighth grade, and one of her friends to share the poster on their Facebook pages. This way we ended up hitting the target demographic. The image was shared and re-shared by her peers. A high-school drama teacher also shared the poster on the drama club's Facebook page and was seen by more than 30 kids on that page alone."

Ms. Fincham continued that the challenge was an excellent way to create awareness for cyberbullying, but more importantly the steps that should be taken when confronted by a bully.

"Everyone knows that cyberbullying exists. Fewer know how to appropriately deal with the situation," noted Ms. Fincham. "This contest was a great way to educate youth as well as those who will potentially confront – or become – a cyberbully."

YI will be producing a cyberbullying poster template to encourage all participants of the program to make their site bully-free.



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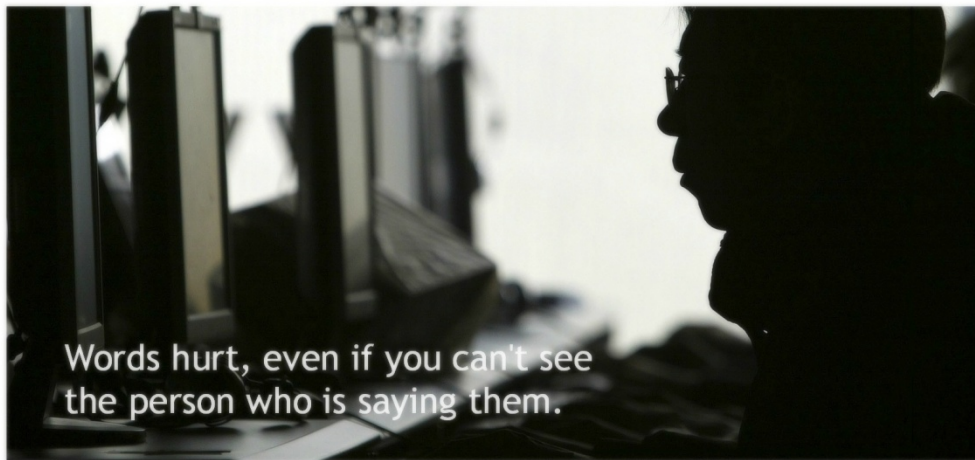
For more information, please contact:

Central Co-ordinator

E: capyouth@accessola.com

Winning entry below. To view additional more poster entries please visit:

http://capstats.ocl.net/wiki/index.php?title=Bully_Free_Zone_Challenge



1. Think before you send a message, post a comment or a picture. Your words and actions could have unintended consequences.

2. Act, don't react. If someone is treating you badly, don't lash out. Take a breath, report or block the other person, and tell an adult about the incident.

**3. Tell someone. Tell a teacher, librarian, parent, friend. If you are uncomfortable sharing with someone you know personally, call Kids Help Phone
- it's free. 1800 - 668 - 6868**

The Whitestone Public Library
bully-free zone





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About Ontario Youth Internships at Community Access Sites:

Youth internships (YI) at community access sites are coordinated by Industry Canada and are funded through the Canada's Youth Employment Strategy, which is overseen by Human Resources and Skills Development Canada. The internships are intended to provide employment opportunities for young Canadians between the ages of 15 and 30, primarily students, recent graduates, the underemployed and the unemployed.

The YI Program is intended to provide Canadian youth with work experience and ICT skills to make them more productive and competitive in the knowledge economy and to encourage not-for-profit groups across Canada to develop and use ICT in their organizations.

Youth interns work at community access sites across Canada helping individuals, community organizations and small businesses improve their knowledge and effective use of the Internet and related information technologies. Delivering Internet training sessions;

- Researching and developing Web sites;
- Drafting publicity materials;
- Organizing information fairs and special events;
- Providing technical support to the community access site.

Photo examples of the program in action:

